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CIVIL DEFENSE PAPER PATTERNS

(11) Source Credibility

Malcolm S. MacLean, Jr.  
Thomas Danbury  
Albert D. Talbott

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**CIVIL DEFENSE BELIEF PATTERNS:**

**(II) Source Credibility**

**Malcolm S. MacLean, Jr.  
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**Communication Research Report  
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# CIVIL DEFENSE BELIEF PATTERNS

## PREFACE

### WHAT THIS SERIES OF REPORTS IS ABOUT

This series of reports deals with distinctive patterns of belief about fallout shelters and radiation, peace and defense, with the trusting of sources, with people's interests in various kinds of civil defense topics, and with changes in these various patterns over time.

We have taken one of two major approaches to psychological analysis. Some workers study traits, how much of a particular characteristic do how many people have. Instead, we have used type psychology, the parsimonious description of persons in terms of major patterns of belief. Readers interested in type methodology should read William Stephenson's The Study of Behavior.

Rokeach, in the Open and Closed Mind, suggests a model of beliefs which might best be described in concentric rings. At the core, we have beliefs so fundamental that their destruction would disintegrate the self. Then we have beliefs and disbeliefs in authorities. Then we have beliefs and disbeliefs in the ideas that these authorities express. Some of us are more rigid and dogmatic than others in defending our belief systems, including our beliefs in authorities.

During December, 1961, in each of five cities -- Boston, Lansing, Minneapolis, Oklahoma City, and Santa Monica-- we interviewed about 30 persons, 149 altogether. We chose them on the basis of their responses to a telephone survey directed by Dr. David K. Berlo. We maximized differences among persons in terms of their estimates of the likelihood and nearness of war, the chances it might effect them and possibilities of protecting themselves. Ours is a purposive sample of persons, not a random or representative sample.

In these interviews, we collected information about the belief patterns of people in three areas: fallout shelters and radiation, trust and distrust accorded people who might say something about them, and general orientations toward peace and defense which buttress these beliefs.

To accomplish this, we used Stephenson's Q methodology. A brief summary of the major steps in a Q study will be found at the end of this preface. Also, a separate report entitled Technical Summary is available summarizing in detail the various procedures used in collecting, processing, and analyzing the data.

In May, 1962, we sent all 149 persons who were interviewed in December a copy of the Government's pamphlet entitled "Fallout Protection."

One month later, in June, 1962, we re-interviewed all we could reach of the persons who had participated in the December phase of the study. In all, 105 of the original 149 were re-interviewed. Again, we collected information on patterns of fallout shelter and radiation beliefs and peace and defense beliefs. In addition, we investigated a new area--people's interest

in various kinds of civil defense topics, ones that might appear in print. We also asked the people about exposure to civil defense information, how the world situation was changing, "Fallout Protection" bulletin readership, use of the mass media and other things of a demographic or biographic nature such as age, education income, etc.

Our purpose in re-interviewing was to get at various aspects of change and stability in the predominant belief patterns associated with fallout shelters and radiation and peace and defense over a six month period.

Our prime interest was in the relationship of such changes to exposure to information about civil defense, readership of the "Fallout Protection" bulletin, perceptions of changing world conditions, media use and other characteristics of the respondents.

In this series, Civil Defense Belief Patterns, there are included seven reports on the substantive findings of this program of research. They are:

Fallout Shelters and Radiation

Description and tabular summary of the four major types of persons on the basis of their patterns of belief about fallout shelters and radiation.

→ Source Credibility. A

Description and tabular summary of the five major types of persons on the basis of their patterns of trust and distrust accorded sources of information about fallout shelters and radiation. ←

Topic Appeals

Description and tabular summary of the five major types of persons on the basis of their patterns of interest in civil defense information topics.

Peace and Defense

Description and tabular summary of the five major types of persons on the basis of their patterns of belief about peace and defense.

Changes in Belief

Description and tabular summary of the changes in major types of belief patterns about fallout shelters and radiation and peace and defense. Includes a summary of the relationships between belief pattern changes and various indices including civil defense information and media exposure, "Fallout Protection" bulletin readership, and general demographic characteristics.

Summary

General and overall summary of the program of research on civil defense belief patterns.

Technical Summary

Detailed summary of the various procedures used in collecting, processing and analyzing the data. This report primarily intended from the reader with a more technical bent who is either interested in the specific technical procedures we used or is interested in conducting similar program of research.

## Major Steps in Q Analysis

1. Respondents are asked to sort a deck of cards which have items printed on them into a specific number of ranked piles according to a modified normal distribution. The sorting is done on the basis of some criterion, e.g., belief-disbelief, agree-disagree, etc.
2. A matrix of intercorrelations is formed by correlating every person's sort of items with every other person's sort of items.
3. This matrix of intercorrelations is submitted to factor analysis so that persons are variables and items are observations. A principal axis solution is obtained. This is submitted to a varimax rotation which produces orthogonal factors. On this basis, a factor represents a grouping of persons around a common pattern of sorting the items. Hence, a factor represents a type of person.
4. Each pattern of sorting the items associated with each factor or type of person is estimated. This is done by weighting each item response of each of the persons most highly associated with a given factor by the degree to which they are loaded on that factor. The higher a person's loading on the factor, the greater is the weight. These weighted responses are summed across each item separately. This produces an item array of weighted responses for each factor in the rotated factor analysis solution selected. The arrays of weighted responses are then converted to z-scores.
5. The arrays of item z-scores are ordered from most accepted to most rejected for each factor. This provides a hierarchy of item acceptance for each factor or type of persons.
6. The arrays of items z-scores for each factor are compared by subtraction for each pair of factors. This produces arrays of difference scores for each pair of factors. This provides the basis for differentiating one factor or type of persons from another.

## SOURCE CREDIBILITY

Many people talk or write about fallout shelters and radiation. Some of these people are official sources, some not so official. Some are personal, some are impersonal, even anonymous. Some are religious, others secular. Some are business leaders and others union leaders, etc.

We represented these dimensions in constructing a set of potential sources. Then we asked our respondents in Boston, Lansing, Minneapolis, Oklahoma City and Santa Monica to indicate those they trusted and those they distrusted. They sorted 47 names into 13 ranks from "most trusted" to "most distrusted" as sources of information and opinion about fallout shelters.

We analyzed patterns of trust for each city separately. We found five basic patterns across all the cities. All types but one ranked President Kennedy as a highly trusted source. And all of them reject the president of the Ford Motor Company as a source on such issues. There was moderate approval of the source: "in the newspaper I read." Most respondents did not feel very strongly one way or another about the Reader's Digest and Time magazine.

SOURCE TYPE "A"  
TRUSTS

President Kennedy  
Federal Director of Civil Defense  
Secretary McNamara  
Civil Defense pamphlet  
State Director of Civil Defense  
Local Director of Civil Defense  
Chairman, Senate Defense Committee

SOURCE TYPE "A"  
DISTRUSTS

"My next door neighbor"  
"My best friend"  
"My boss"  
Head, State Taxpayers' League  
"Teacher in our school"  
George Meany, AFL-CIO  
Local TV newscaster

Source Type "A" trusts official government sources and rejects the people around home. He is looking for expert guidance from those whose responsibility is Civil Defense. The manner in which he ranks his trust in these officials is almost a duplication of the Civil Defense hierarchy-- from the President down to the Local Director of Civil Defense. In essence, "A" says: "They're in the business. They ought to know."

Higher than any other type, "A" ranks the head of the Central Intelligence Agency as a trusted source. He ranks his wife and neighbor lower than does any other type.

Generally, there are more children in the Type "A" household than there are in the households of other types. This might explain why "A" spent a greater number of hours viewing television in the week prior to the survey. While Type "A" spent more time with TV, he spent less time reading books in the month before the survey.

If civil defense people can catch "A's" attention and continue to give him believable material, they should have no problem. It seems very likely that he will accept what they have to say.



SOURCE TYPE "B"  
TRUSTS

"My mate"

President Kennedy

National leader of my faith

"My best friend"

Local leader of my faith

Local Director of Civil Defense

SOURCE TYPE "B"  
DISTRUSTS

George Meany, AFL-CIO

Head, State Taxpayers' League

Senator Goldwater

Editorial in Life magazine

Former Vice-President Nixon

Source Type "B's" orientation seems much more personal, local, and religious. President Kennedy is the only national official among his top choices. Type "B" puts the local civil defense director higher than state and federal civil defense officials.

"B's" mate (husband or wife) and best friends have his high confidence on fallout shelter issues. And much more than any other type, he trusts his religious leaders (but not particularly the head of the National Council of Churches.)

More than Types "A" and "E", "B" is likely to be a woman. More than the other types, "B" is likely to obtain information about civil defense or fallout shelters from sources other than the mass media and general conversation. Some had obtained information from civil defense literature and others at meetings of community organizations: for example, a PTA meeting devoted to civil defense.

Whether President Kennedy takes a clear position on shelters will probably make considerable difference in "B's" acceptance of a program. And local civil defense officials may play an important role in developing his support.

In any case, he will probably not support a shelter program if he knows that Billy Graham and his local preacher are against it.

SOURCE TYPE "C"  
TRUSTS

A famous nuclear scientist  
Commanding General, U.S.A., this area  
President Kennedy  
Federal Director of Civil Defense  
Secretary Rusk  
A famous missile expert  
Secretary McNamara  
State Director of Civil Defense  
"My next door neighbor"  
Head, American Medical Association

SOURCE TYPE "C"  
DISTRUSTS

Civil Defense pamphlet  
"My best friend"  
"My boss"  
George Meany, AFL-CIO  
Head, State Taxpayers' League  
"A teacher in our school"  
Nearby school principal

We find Source Type "C" hard to understand. He puts his next door neighbor up with a string of government officials and famous scientists. Others close to home he distrusts. "C's" regard for his neighbor as a source of information exceeds, by far, any similar feeling held by the other types. On the other hand, his ranking of the Commanding General of the U.S. Army in the area is much higher than that by any of the other types.

Further, Type "C" completely rejects a civil defense pamphlet as untrust worthy while putting confidence in federal and state directors of civil defense.

Type "C" is the most likely to be a woman. "C's" non-attendance at church in the last four weeks was only surpassed by Type "D". And "C" has lived at her present address for a longer period of time than any of the other types.

"C" is probably a very rare type.

SOURCE TYPE "D"  
TRUSTS

Head of S.A.N.E.

"My mate"

Head, National Committee for Peace and  
Disarmament

Head, National Council of Churches

A famous nuclear scier ist

Head, Committee for World Federation

The New York Times

Former Vice-President Nixon

SOURCE TYPE "D"  
DISTRUSTS

National Commander, American Legion

Head, Central Intelligence Agency

Head, National Farm Bureau

Commanding General, U.S.A., this area

"Mayor of this city"

Federal Director Civil Defense

Source Type "D's" orientation seems clear. He apparently much prefers as sources organizations which are involved with promoting world peace and internationalism. They are not government organizations.

"D" doesn't trust official sources such as the civil defense people but would have some confidence in a civil defense pamphlet and in Secretary McNamara. This type ranked President Kennedy much lower than did any other type.

Among all the types, "D" read a greater number of books in the month before the June study. Type "D" persons who received a copy of the government bulletin "Fallout Protection" read more of it than did any of the other types. "D" was more confident that he sorted the Fallout Shelter and Radiation statements differently in June than he had sorted them in December. Most "Ds" were women.

SOURCE TYPE "E"  
TRUSTS

President Kennedy  
A famous nuclear scientist  
Secretary McNamara  
A famous missile expert  
Head, American Medical Association

SOURCE TYPE "E"  
DISTRUSTS

Head, Committee for World Federation  
Local TV newscaster  
Head, National Council of Churches  
"My next door neighbor"  
Local leader of my faith  
National leader of my faith  
Head, local Chamber of Commerce  
Head, State Taxpayers' League  
Head, National Committee for Peace and Disarmament  
"A teacher in our school"

Like Types "A" and "C", "E" trusts official government sources. Type "E" is very high on scientists, even more so than "C". More than most people, Type "E" trusts the university president. He also rates high the head of the American Medical Association. In general, we might conclude that in addition to official sources he looks to other experts for civil defense advice.

But this type most sharply differs from the others in his strong rejection of all three religious leaders and the head of the World Federation.

Type "E" attended church less than did any of the other types. More than with any of the others, the subject civil defense and fallout shelters has entered into "E's" conversation during the past few months. "E" runs a close second to "B" in the likelihood of his having obtained civil defense information from sources other than the mass media and in his conversation with others. Sources of information for him have been civil defense literature and meetings of community organizations.

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Distribution of Types

In our sample, which was not a representative cross-section of the United States population, Type "A" belief pattern was most prevalent by far. Next, in order of occurrence were Types "B" and "E". The other two types, "D" and "C", were the least frequent. There was also some incidence of belief patterns which had characteristics of Type "A" and one or more of the other types.

APPENDIX

Table of Contents

Tabular Summaries

of the

Five Civil Defense Information Source Types

<u>Section</u>	<u>Color Code</u>
Array of Concensus Civil Defense Information Sources (Table 1)	Pink Fleck
Arrays and Tables for Civil Defense Information Source Type A (Tables 2-4)	Gold
Arrays and Tables for Civil Defense Information Source Type B (Tables 5-7)	Green
Arrays and Tables for Civil Defense Information Source Type C (Tables 8-10)	Yellow
Arrays and Tables for Civil Defense Information Source Type D (Tables 11-13)	Blue
Arrays and Tables for Civil Defense Information Source Type E (Tables 14-16)	Gray
Arrays of Civil Defense Information Sources Which Differentiate One Source Type From Each Of The Other Types (Tables 17-26)	Pink
Intercorrelations Between the Arrays of the Five Civil Defense Information Types (Table 27)	Lilac

TABLE 1 -- Consensus Civil Defense Information Sources Which  
Did Not Differentiate Between the Five Civil Defense  
Information Source Types

Mean  
Z-score

Source

Types A, B, C, D, and E Generally Reject:

-0.787

3. President of Ford Motor Company.

And Accepts:

+0.522

32. Editorial in the newspaper I read.

+0.204

23. Article in Reader's Digest.

+0.175

44. Editorial in Time magazine.

TABLE 2 -- Civil Defense Information Source Type A:  
 Array of Civil Defense Information Sources In Order  
 From Most Trusted to Most Distrusted (excludes  
 consensus sources)

<u>z-score</u>	<u>Source</u>
2.265	9. President of the United States, John F. Kennedy.
2.137	28. Federal Director of Civil Defense.
1.588	8. U. S. Secretary of Defense, Robert McNamara.
1.561	37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
1.392	24. State Director of Civil Defense.
1.178	30. Local Director of Civil Defense.
1.159	35. Chairman of the Senate Defense Committee.
0.997	33. U. S. Secretary of State, Dean Rusk.
0.964	46. Head of the Central Intelligence Agency.
0.831	38. Commanding General of the U. S. Air Force in this area.
0.825	42. Commanding General of the U. S. Army in this area.
0.725	6. Head of the United States Information Agency, Edward R. Murrow.
0.722	21. Former President, Dwight D. Eisenhower.
0.697	16. A famous nuclear scientist.
0.469	31. Head of the National Committee for Peace and Disarmament.
0.445	1. The Governor of this state.
0.428	17. Former Vice-President, Richard M. Nixon.
0.317	34. U Thant, Secretary-General of the United Nations from Burma.
0.211	11. A famous missile expert.
0.008	7. Senator Barry Goldwater.
-0.065	14. Head of the Committee for World Federation.
-0.105	12. Head of the American Medical Association.
-0.132	45. National religious leader of my faith.
-0.148	43. The mayor of this city.
-0.204	25. The President of the University.
-0.215	27. National Commander of the American Legion.
-0.230	47. Head of the local Chamber of Commerce.
-0.284	29. Local religious leader of my faith.
-0.284	2. Editorial in <u>Life</u> magazine.
-0.326	26. Head of the National Council of Churches.
-0.388	20. Head of SANE, national committee to abolish nuclear bomb testing.
-0.501	18. The New York <u>Times</u> .
-0.794	39. The principal of the nearby school.
-0.902	19. Manager of local TV station.
-0.937	22. Head of the National Farm Bureau.
-0.952	41. My mate (husband or wife)
-1.046	4. Your local TV newscaster.
-1.241	5. Head of the AFL-CIO, George Meany.
-1.248	13. A teacher in our school.
-1.406	10. Head of the state Taxpayers' League.
-1.660	15. My boss (or my husband's boss).
-1.713	40. My best friend.
-2.226	36. My next door neighbor.



TABLE 3 -- Civil Defense Information Source Type A:  
Civil Defense Information Sources Which Differentiate  
Type A from Types B, C, D, and E \*

<u>z-scores</u>					<u>Source</u>
A	B	C	D	E	More than B, C, D, and E, A Accepts:
2.137	1.001	1.413	-1.222	0.872	**28. Federal Director of Civil Defense.
1.561	0.881	-2.701	0.948	0.653	**37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
1.392	-0.194	1.105	-0.175	0.952	24. State Director of Civil Defense.
1.178	1.114	0.724	-0.743	0.172	30. Local Director of Civil Defense.
1.159	-0.031	0.102	0.942	0.404	35. Chairman of the Senate Defense Committee.
0.964	0.395	0.075	-2.380	0.701	46. Head of the Central Intelligence Agency.
0.831	0.685	0.170	-0.636	0.695	38. Commanding General of the U. S. Air Force in this area.
0.722	-0.927	0.283	-0.087	0.437	21. Former President, Dwight D. Eisenhower.
More than Types B, C, D, and E, A Rejects:					
-2.226	-0.668	1.071	-0.442	-1.288	**36. My next door neighbor.
-1.248	-0.404	-1.239	0.616	-1.123	13. A teacher in our school.
-0.952	2.631	0.318	1.661	0.431	***41. My mate (husband or wife).
-0.902	0.146	-0.475	-0.060	-0.041	19. Manager of local TV station.
-0.501	-0.318	-0.237	1.081	0.247	18. The New York Times.
-0.105	0.786	1.001	0.515	1.524	**12. Head of the American Medical Association

- 
- \* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:
- \*\* One type placed it at least 0.5 s.d. higher or lower than each of the other types.
- \*\*\* One type placed it at least 1. s.d. higher or lower than each of the other types.

TABLE 4 -- Civil Defense Information Source Type A:  
Correlations Between the Degree to Which a Subject is of the Type A  
(estimated factor loadings) and Various Demographic and General Civil  
Defense Information Exposure Variables\*\*

Var. No.	Variable	Code	Corre- lation*
11	Sex of subject	0 - female 1 - male	- .048
12	Age of subject	Actual age	- .097
13	Number of children who still live at home	Actual number of children	+ .214
14	Last grade which was completed in school	Actual last grade completed	- .042
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	+ .149
16	Number of times subject has attended church in last four weeks	Actual number of times	- .142
17	Number of years subject has lived at present address	Actual number of years	+ .084
18	Number of years subject has lived in present city	Actual number of years	+ .074
19	Number of years subject has lived in present state	Actual number of years	+ .163
20	Number of hours of television viewing in past week	Actual number of hours	+ .311
21	Number of hours of radio listened to in past week	Actual number of hours	+ .145
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	+ .043
23	Number of books read in the past month	Actual number of books read	- .272
24	Number of meetings of organizations attended in the past month	Actual number of meetings	+ .188
25	Subject's estimate of total family income	Actual income estimate	- .008

TABLE 4 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
1	Perceived Change Index: Guttman scale of following questions.....  "Do you feel the world situation has changed in the past few months?"  "Has anything happened since your interview last December that has given you any new ideas about civil defense?"  "In the past few months, have your feelings about fallout shelters changed in any way?"  "As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?"  "As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0-5 - Number of yeses to five scale questions          0 - No, DK 1 - Yes	- .023
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	- .148
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIA- TION) any differently than you did last December?"	0 - No, DK 1 - Yes	- .099
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .004
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .060
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .149
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	+ .183

TABLE 4 Continued

Var. No.	Variable	Code	Corre- lation*
8	"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .017
9	"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	- .031
	"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
	"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
10	"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	+ .143
	"If YES: Have you ordered any yet?"	2 - If yes	

\* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

\*\* A matrix of intercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 5 -- Civil Defense Information Source Type B:  
 Array of Civil Defense Information Sources In Order  
 From Most Trusted to Most Distrusted (excludes  
 consensus sources)

<u>z-score</u>	<u>Source</u>
2.631	41. My mate (husband or wife).
2.393	9. President of the United States, John F. Kennedy.
1.896	45. National religious leader of my faith.
1.826	40. My best friend.
1.269	29. Local religious leader of my faith.
1.114	30. Local Director of Civil Defense.
1.001	28. Federal Director of Civil Defense.
0.900	31. Head of the National Committee for Peace and Disarmament.
0.881	37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
0.786	12. Head of the American Medical Association.
0.685	38. Commanding General of the U. S. Air Force in this area.
0.395	46. Head of the Central Intelligence Agency.
0.307	47. Head of the local Chamber of Commerce.
0.269	16. A famous nuclear scientist.
0.266	42. Commanding General of the U. S. Army in this area.
0.146	19. Manager of local TV station.
0.138	20. Head of SAME, national committee to abolish nuclear bomb testing
0.075	11. A famous missile expert.
0.017	4. Your local TV newscaster.
-0.022	14. Head of the Committee for World Federation.
-0.031	35. Chairman of the Senate Defense Committee.
-0.050	39. The principal of the nearby school.
-0.055	33. U. S. Secretary of State, Dean Rusk.
-0.089	27. National Commander of the American Legion.
-0.111	8. U. S. Secretary of Defense, Robert McNamara.
-0.148	26. Head of the National Council of Churches.
-0.194	24. State Director of Civil Defense.
-0.318	18. The New York Times.
-0.404	13. A teacher in our school.
-0.464	25. The President of the University.
-0.530	1. The Governor of this state.
-0.623	43. The mayo of this city.
-0.647	6. Head of the United States Information Agency, Edward R. Murrow.
-0.668	36. My next door neighbor.
-0.746	34. U Thant, Secretary-General of the United Nations from Burma.
-0.782	22. Head of the National Farm Bureau.
-0.794	15. My boss (or my husband's boss).
-0.927	21. Former President, Dwight D. Eisenhower.
-1.125	17. Former Vice-President, Richard M. Nixon.
-1.222	2. Editorial in Life magazine.
-1.306	7. Senator Barry Goldwater.
-1.948	10. Head of the state Taxpayers' League.
-2.529	5. Head of the AFL-CIO, George Meany.

TABLE 6 -- Civil Defense Information Source Type B:  
Civil Defense Information Sources Which Differentiate  
Type B From Types A, C, D, and E \*

<u>Z-scores</u>					<u>Source</u>	
B	A	C	D	E	More than Types A,C,D, and E, B Accepts:	
2.631	-0.952	0.318	1.661	0.431	**41.	My mate (husband or wife).
1.896	-0.132	0.505	0.321	-1.229	***45.	National religious leader of my faith.
1.826	-1.713	-2.194	0.585	-0.432	***40.	My best friend.
1.269	-0.284	0.123	0.081	-1.233	***29.	Local religious leader of my faith
0.307	-0.230	-0.221	-0.966	-1.215	**47.	Head of the local Chamber of Commerce.
0.146	-0.902	-0.475	-0.060	-0.041	19.	Manager of local TV station.
-0.036	-0.148	-0.133	-0.361	-0.196	44.	Editorial in <u>Time</u> magazine.
-0.089	-0.215	-0.368	-2.605	-0.835	27.	National Commander of the American Legion.
-0.182	-0.578	-0.557	-1.033	-0.258	32.	Editorial in the newspaper I read.
More than Types A,C,D, and E, B Rejects:						
-2.529	-1.241	-1.330	-0.717	-0.892	*** 5.	Head of the AFL-CIO, George Meany.
-1.948	-1.406	-1.239	-0.663	-1.152	**10.	Head of the state Taxpayers' League.
-1.306	0.008	-0.936	-0.152	0.265	7.	Senator Barry Goldwater.
-1.222	-0.284	-0.373	0.207	-0.078	** 2.	Editorial in <u>Life</u> magazine.
-1.125	0.428	-0.197	1.058	0.464	**17.	Former Vice-President, Richard M. Nixon.
-0.927	0.722	0.283	-0.087	0.437	**21.	Former President, Dwight D. Eisenhower.
-0.746	0.317	0.659	0.924	-0.467	34.	U Thant, Secretary-General of the United Nations from Burma.
-0.647	0.725	0.630	0.789	0.135	** 6.	Head of the United States Information Agency, Edward R. Murrow.
-0.530	0.445	0.510	-0.266	0.436	1.	The Governor of this state.
-0.194	1.392	1.105	-0.175	0.952	24.	State Director of Civil Defense.
-0.111	0.211	1.271	-0.542	1.836	***11.	A famous missile expert.
-0.055	0.997	1.399	0.450	0.935	**33.	U. S. Secretary of State, Dean Rusk.
-0.031	1.159	0.102	0.942	0.404	35.	Chairman of the Senate Defense Committee.
0.269	0.697	1.621	1.221	2.186	16.	A famous nuclear scientist.

\* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:

\*\* One type placed it at least 0.5 s.d. higher or lower than each of the other types.

\*\*\* One type placed it at least 1. s.d. higher or lower than each of the other types.

TABLE 7 -- Civil Defense Information Source Type B:  
Correlations Between the Degree to Which a Subject is of the Type B  
(estimated factor loadings) and Various Demographic and General Civil  
Defense Information Exposure Variables\*\*

Var. No.	Variable	Code	Corre- lation*
11	Sex of subject	0 - female 1 - male	- .201
12	Age of subject	Actual age	- .124
13	Number of children who still live at home	Actual number of children	- .054
14	Last grade which was completed in school	Actual last grade completed	- .118
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	+ .115
16	Number of times subject has attended church in last four weeks	Actual number of times	- .053
17	Number of years subject has lived at present address	Actual number of years	+ .034
18	Number of years subject has lived in present city	Actual number of years	- .042
19	Number of years subject has lived in present state	Actual number of years	+ .004
20	Number of hours of television viewing in past week	Actual number of hours	- .051
21	Number of hours of radio listened to in past week	Actual number of hours	- .153
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	- .151
23	Number of books read in the past month	Actual number of books read	- .138
24	Number of meetings of organizations attended in the past month	Actual number of meetings	- .161
25	Subject's estimate of total family income	Actual income estimate	+ .014

TABLE 7 Continued

sr. o.	Variable	Code	Corre- lation*
1	Perceived Change Index: Guttman scale of following questions.....	0-5 - Number of yeses to five scale questions	- .053
	"Do you feel the world situation has changed in the past few months?"	0 - No, DK 1 - Yes	
	"Has anything happened since your interview last December that has given you any new ideas about civil defense?"		
	"In the past few months, have your feelings about fallout shelters changed in any way?"		
	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?"		
	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"		
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	+ .172
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIA- TION) any differently than you did last December?"	0 - No, DK 1 - Yes	- .075
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .004
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .098
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .068
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	- .085



TABLE 7 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
8	"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .233
9	"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	- .048
	"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
	"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
10	"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	+ .030
	"If YES: Have you ordered any yet?"	2 - If yes	

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\* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

\*\* A matrix of innercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 8 -- Civil Defense Information Source Type C:  
 Array of Civil Defense Information Sources In Order  
 From Most Trusted to Most Distrusted (excludes  
 consensus sources)

<u>z-score</u>	<u>Source</u>
1.621	16. A famous nuclear scientist.
1.580	42. Commanding General of the U. S. Army in this area.
1.533	9. President of the United States, John F. Kennedy.
1.413	28. Federal Director of Civil Defense.
1.399	33. U. S. Secretary of State, Dean Rusk.
1.271	11. A famous missile expert.
1.251	8. U. S. Secretary of Defense, Robert McNamara.
1.105	24. State Director of Civil Defense.
1.071	36. My next door neighbor.
1.001	12. Head of the American Medical Association.
0.980	31. Head of the National Committee for Peace and Disarmament.
0.724	30. Local Director of Civil Defense.
0.659	34. U Thant, Secretary-General of the United Nations from Burma.
0.630	6. Head of the United States Information Agency, Edward R. Murrow.
0.510	1. The Governor of this state.
0.505	45. National religious leader of my faith.
0.318	41. My mate (husband or wife)
0.283	21. Former President, Dwight D. Eisenhower.
0.170	38. Commanding General of the U. S. Air Force in this area.
0.123	29. Local religious leader of my faith.
0.118	20. Head of STATE, national committee to abolish nuclear bomb testing
0.102	35. Chairman of the Senate Defense Committee.
0.075	46. Head of the Central Intelligence Agency.
0.045	43. The mayor of this city.
-0.015	26. Head of the National Council of Churches.
-0.143	14. Head of the Committee for World Federation.
-0.197	17. Former Vice-President, Richard M. Nixon.
-0.210	4. Your local TV newscaster.
-0.221	47. Head of the local Chamber of Commerce.
-0.237	18. The New York <u>Times</u> .
-0.368	27. National Commander of the American Legion.
-0.373	2. Editorial in <u>Life</u> magazine.
-0.475	19. Manager of local TV station.
-0.620	25. The President of the University.
-0.905	22. Head of the National Farm Bureau.
-0.936	7. Senator Barry Goldwater.
-1.107	39. The principal of the nearby school.
-1.239	13. A teacher in our school.
-1.239	10. Head of the state Taxpayers' League.
-1.330	5. Head of the AFL-CIO, George Meany.
-1.791	15. My boss (or my husband's boss).
-2.194	40. My best friend.
-2.701	37. A pamphlet prepared by the Civil Defense people in the Department of Defense.

TABLE 9 -- Civil Defense Information Source Type C:  
Civil Defense Information Sources Which Differentiate  
Type C from Types A, B, D, and E\*

<u>z-scores</u>					<u>Source</u>
C	A	B	C	E	More than Types A, B, D, and E, C Accepts:
1.580	0.825	0.266	-1.482	0.582	**42. Commanding General of the U. S. Army in this area.
1.399	0.997	-0.055	0.450	0.935	33. U. S. Secretary of State, Dean Rusk.
1.071	-2.226	-0.668	-0.442	-1.288	***36. My next door neighbor.
0.510	0.445	-0.530	-0.266	0.436	1. The Governor of this state.
0.045	-0.148	-0.623	-1.300	-0.664	43. The mayor of this city.
More than Types A, B, D, and E, C Rejects:					
-2.701	1.561	0.801	0.948	0.653	***37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
-2.194	-1.713	1.826	0.535	-0.482	40. My best friend.
-1.791	-1.660	-0.794	-0.098	-0.703	15. My boss (or my husband's boss).
-1.146	-0.849	-1.005	-0.702	-0.234	3. President of Ford Motor Company.
-1.107	-0.794	-0.050	0.031	-0.744	39. The principal of the nearby school.
-0.620	-0.204	-0.464	-0.181	0.584	25. The President of the University.

\* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:

\*\* One type placed it at least 0.5 s.d. higher or lower than each of the other types.

\*\*\* One type placed it at least 1. s.d. higher or lower than each of the other types.

TABLE 10 -- Civil Defense Information Source Type C:  
Correlations Between the Degree to Which a Subject is of the Type C  
(estimated factor loadings) and Various Demographic and General Civil  
Defense Information Exposure Variables\*\*

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
11	Sex of subject	0 - female 1 - male	- .253
12	Age of subject	Actual age	- .122
13	Number of children who still live at home	Actual number of children	+ .109
14	Last grade which was completed in school	Actual last grade completed	- .061
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	+ .039
16	Number of times subject has attended church in last four weeks	Actual number of times	- .221
17	Number of years subject has lived at present address	Actual number of years	+ .199
18	Number of years subject has lived in present city	Actual number of years	+ .133
19	Number of years subject has lived in present state	Actual number of years	+ .158
20	Number of hours of television viewing in past week	Actual number of hours	+ .170
21	Number of hours of radio listened to in past week	Actual number of hours	+ .129
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	+ .038
23	Number of books read in the past month	Actual number of books read	- .185
24	Number of meetings of organizations attended in the past month	Actual number of meetings	+ .046
25	Subject's estimate of total family income	Actual income estimate	+ .004

TABLE 10 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation *</u>
1	Perceived Change Index: Guttman scale of following questions.....  "Do you feel the world situation has changed in the past few months?"  "Has anything happened since your interview last December that has given you any new ideas about civil defense?"  "In the past few months, have your feelings about fallout shelters changed in any way?"  "As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?"  "As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0-5 - Number of yeses to five scale questions          0 - No, DK 1 - Yes	+ .033
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	- .010
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIA- TION) any differently than you did last December?"	0 - No, DK 1 - Yes	- .027
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .014
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .016
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .036
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	+ .169

TABLE 10 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
8	"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .072
9	"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	- .004
	"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
	"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
20	"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	+ .104
	"If YES: Have you ordered any yet?"	2 - If yes	

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\* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

\*\* A matrix of intercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 11 -- Civil Defense Information Source Type D:  
 Array of Civil Defense Information Sources In Order  
 From Most Trusted to Most Distrusted (excludes  
 consensus sources)

<u>z-score</u>	<u>Source</u>
1.869	20. Head of SANE, national committee to abolish nuclear bomb testing.
1.661	41. My mate (husband or wife).
1.646	31. Head of the National Committee for Peace and Disarmament.
1.287	26. Head of the National Council of Churches.
1.221	16. A famous nuclear scientist.
1.105	14. Head of the Committee for World Federation.
1.081	18. The New York <u>Times</u> .
1.058	17. Former Vice-President, Richard M. Nixon.
0.948	37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
0.942	35. Chairman of the Senate Defense Committee.
0.931	8. U. S. Secretary of Defense, Robert McNamara.
0.924	34. U Thant, Secretary-General of the United Nations from Burma.
0.789	6. Head of the United States Information Agency, Edward R. Murrow.
0.616	13. A teacher in our school.
0.585	40. My best friend.
0.515	12. Head of the American Medical Association.
0.450	33. U. S. Secretary of State, Dean Rusk.
0.445	4. Your local TV newscaster.
0.321	45. National religious leader of my faith.
0.207	2. Editorial in <u>Life</u> magazine.
0.157	9. President of the United States, John F. Kennedy.
0.081	29. Local religious leader of my faith.
0.031	39. The principal of the nearby school.
-0.060	19. Manager of local TV station.
-0.087	21. Former President, Dwight D. Eisenhower.
-0.098	15. My boss (or my husband's boss).
-0.152	7. Senator Barry Goldwater.
-0.175	24. State Director of Civil Defense.
-0.181	25. The President of the University.
-0.266	1. The Governor of this state.
-0.442	36. My next door neighbor.
-0.542	11. A famous missile expert.
-0.636	38. Commanding General of the U. S. Air Force in this area.
-0.663	10. Head of the state Taxpayers' League.
-0.717	5. Head of the AFL-CIO, George Meany.
-0.743	30. Local Director of Civil Defense.
-0.966	47. Head of the local Chamber of Commerce.
-1.222	28. Federal Director of Civil Defense.
-1.300	43. The mayor of this city.
-1.482	42. Commanding General of the U. S. Army in this area.
-1.546	22. Head of the National Farm Bureau.
-2.380	46. Head of the Central Intelligence Agency.
-2.605	27. National Commander of the American Legion.

TABLE 12 -- Civil Defense Information Source Type D:  
Information Sources Which Differentiate Type D  
From Types A, B, C, and E\*

<u>Z-scores</u>					<u>Source</u>	
D	A	B	C	E	More than Types A,B,C, and E, D Accepts:	
1.866	-0.388	0.138	0.118	-0.647	***20.	Head of SANE, national committee to abolish nuclear bomb testing.
1.616	0.469	0.900	0.980	-1.148	**31.	Head of the National Committee for Peace and Disarmament.
1.237	-0.326	-0.148	-0.015	-1.365	***26.	Head of the National Council of Churches.
1.105	-0.065	-0.022	-0.143	-1.452	***14.	Head of the Committee for World Federation.
1.031	-0.501	-0.318	-0.237	0.247	**18.	The New York Times.
1.058	0.428	-1.125	-0.197	0.464	**17.	Former Vice-President, Richard M. Nixon.
0.924	0.317	-0.746	0.659	-0.467	34.	U Thant, Secretary-General of the United Nations from Burma.
0.789	0.725	-0.647	0.630	0.135	6.	Head of the United States Information Agency, Edward R. Murrow.
0.616	-1.248	-0.404	-1.239	-1.123	***13.	A teacher in our school.
0.445	-1.046	0.017	-0.210	-1.416	4.	Your local TV newscaster.
0.207	-0.284	-1.222	-0.373	-0.078	2.	Editorial in Life magazine.
0.031	-0.794	-0.050	-1.107	-0.744	39.	The principal of the nearby school.
-0.098	-1.660	-0.794	-1.791	-0.703	**15.	My boss (or my husband's boss).
-0.663	-1.406	-1.948	-1.239	-1.152	**10.	Head of the State Taxpayers' League.
-0.717	-1.241	-2.529	-1.330	-0.892	5.	Head of the AFM CIO, George Many.
More Than Types A,B,C, and E, D Rejects:						
-2.607	-0.215	-0.089	-0.368	-0.835	***27.	National Commander of the American Legion.
-2.350	0.964	0.395	0.075	0.701	***46.	Head of the Central Intelligence Agency.
-1.546	-0.937	-0.782	-0.905	-0.407	**22.	Head of the National Farm Bureau.
-1.482	0.825	0.266	1.580	0.582	***47.	Commanding General of the U. S. Army in this area.
-1.300	-0.148	-0.623	0.045	-0.664	**43.	The mayor of this city.
-1.222	2.137	1.001	1.413	0.872	***28.	Federal Director of Civil Defense.
-1.033	-0.578	-0.182	-0.557	-0.258	32.	Editorial in the newspaper I read.
-0.743	1.178	1.114	0.724	0.172	**30.	Local Director of Civil Defense.
-0.636	0.831	0.685	0.170	0.695	**38.	Commanding General of the U. S. Air Force in this area.
-0.542	0.211	0.075	1.271	1.886	11.	A famous missile expert.



TABLE 12 Continued

<u>z-scores</u>					<u>Source</u>
D	A	B	C	E	
-0.514	-0.336	-0.035	-0.350	0.217	1923. Article in <u>Reader's Digest</u> .
-0.361	-0.148	-0.036	-0.133	-0.196	1924. Editorial in <u>Time</u> magazine.
0.157	2.268	2.393	1.533	1.581	1929. President of the United States, John F. Kennedy.

\* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:

- \*\* One type placed it at least 0.5 standard deviation higher or lower than each of the other types.
- \*\*\* One type placed it at least 1.0 standard deviation higher or lower than each of the other types.

TABLE 13 -- Civil Defense Information Source Type D:  
Correlations Between the Degree to Which a Subject is of the Type D  
(estimated factor loadings) and Various Demographic and General Civil  
Defense Information Exposure Variables\*\*

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
11	Sex of subject	0 - female 1 - male	- .251
12	Age of subject	Actual age	- .185
13	Number of children who still live at home	Actual number of children	+ .094
14	Last grade which was completed in school	Actual last grade completed	+ .118
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	- .071
16	Number of times subject has attended church in last four weeks	Actual number of times	- .022
17	Number of years subject has lived at present address	Actual number of years	- .126
18	Number of years subject has lived in present city	Actual number of years	- .114
19	Number of years subject has lived in present state	Actual number of years	- .153
20	Number of hours of television viewing in past week	Actual number of hours	- .117
21	Number of hours of radio listened to in past week	Actual number of hours	+ .005
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	- .167
23	Number of books read in the past month	Actual number of books read	+ .297
24	Number of meetings of organizations attended in the past month	Actual number of meetings	- .170
25	Subject's estimate of total family income	Actual income estimate	- .016

TABLE 13 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
1	Perceived Change Index: Guttman scale of following questions.....	0-5 - Number of yeses to five scale questions	+ .095
	"Do you feel the world situation has changed in the past few months?"	0 - No, DK 1 - Yes	
	"Has anything happened since your interview last December that has given you any new ideas about civil defense?"		
	"In the past few months, have your feelings about fallout shelters changed in any way?"		
	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?"		
	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"		
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	+ .144
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIA- TION) any differently than you did last December?"	0 - No, DK 1 - Yes	+ .298
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .012
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .087
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .090
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	- .033

TABLE 13 Continued

<u>Variable</u>	<u>Code</u>	<u>Correlation*</u>
"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .146
"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	+ .205
"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	- .125
"If YES: Have you ordered any yet?"	2 - If yes	

\* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

\* A matrix of innercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 14 -- Civil Defense Information Source Type E:  
 Array of Civil Defense Information Sources In Order  
 From Most Trusted to Most Distrusted (excludes  
 consensus sources)

<u>z-score</u>	<u>Source</u>
2.581	9. President of the United States, John F. Kennedy.
2.186	16. A famous nuclear scientist.
1.910	8. U. S. Secretary of Defense, Robert McNamara.
1.886	11. A famous missile expert.
1.524	12. Head of the American Medical Association.
0.952	24. State Director of Civil Defense.
0.935	33. U. S. Secretary of State, Dean Rusk.
0.872	28. Federal Director of Civil Defense.
0.701	46. Head of the Central Intelligence Agency.
0.695	38. Commanding General of the U. S. Air Force in this area.
0.653	37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
0.584	25. The President of the University.
0.582	42. Commanding General of the U. S. Army in this area.
0.464	17. Former Vice-President, Richard M. Nixon.
0.437	21. Former President, Dwight D. Eisenhower.
0.436	1. The Governor of this state.
0.431	41. My mate (husband or wife).
0.404	35. Chairman of the Senate Defense Committee.
0.265	7. Senator Barry Goldwater.
0.247	18. The New York Times.
0.172	30. Local Director of Civil Defense.
0.135	6. Head of the United States Information Agency, Edward R. Murrow.
-0.041	19. Manager of local TV station.
-0.078	2. Editorial in Life magazine.
-0.407	22. Head of the National Farm Bureau.
-0.467	34. U Thant, Secretary-General of the United Nations from Burma.
-0.482	40. My best friend.
-0.647	20. Head of SAVE, national committee to abolish nuclear bomb testing.
-0.664	43. The mayor of this city.
-0.703	15. My boss (or my husband's boss).
-0.744	39. The principal of the nearby school.
-0.835	27. National Commander of the American Legion.
-0.892	5. Head of the AFL-CIO, George Meany.
-1.123	13. A teacher in our school.
-1.148	31. Head of the National Committee for Peace and Disarmament.
-1.152	10. Head of the state Taxpayers' League.
-1.215	47. Head of the local Chamber of Commerce.
-1.229	45. National religious leader of my faith.
-1.233	29. Local religious leader of my faith.
-1.288	36. My next door neighbor.
-1.365	26. Head of the National Council of Churches.
-1.416	4. Your local TV newscaster.
-1.452	14. Head of the Committee for World Federation.

TABLE 15 -- Civil Defense Information Source Type E:  
Civil Defense Information Sources Which Differentiate  
Type E From Types A, B, C, and D\*

<u>z-scores</u>					<u>Source</u>
E	A	B	C	D	More Than Types A,B,C, and D, E Accepts:
2.581	2.265	2.393	1.533	0.157	9. President of the United States, John F. Kennedy.
2.186	0.697	0.269	1.621	1.221	**16. A famous nuclear scientist.
1.886	0.211	0.075	1.271	-0.542	**11. A famous missile expert.
1.910	1.588	-0.111	1.251	0.931	8. U. S. Secretary of Defense, Robert McNamara.
1.524	-0.105	0.786	1.001	0.515	**12. Head of the American Medical Association.
0.584	-0.204	-0.464	-0.620	-0.181	**25. The President of the University.
0.265	0.008	-1.306	-0.936	-0.152	** 7. Senator Barry Goldwater.
0.217	-0.336	-0.035	-0.350	-0.514	23. Article in <u>Reader's Digest</u> .
-0.234	-0.849	-1.005	-1.146	-0.702	3. President of Ford Motor Company.
-0.407	-0.937	-0.782	-0.905	-1.546	22. Head of the National Farm Bureau.
More than Types A,B,C, and D, E Rejects:					
-1.452	-0.065	-0.022	-0.143	1.105	***14. Head of the Committee for World Federation.
-1.416	-1.046	0.017	-0.210	0.445	4. Your local TV newscaster.
-1.365	-0.326	-0.148	-0.015	1.287	***26. Head of the National Council of Churches.
-1.229	-0.132	1.896	0.505	0.321	***45. National religious leader of my faith.
-1.233	-0.284	1.269	0.123	0.081	**29. Local religious leader of my faith.
-1.215	-0.230	0.307	-0.221	-0.966	47. Head of the local Chamber of Commerce.
-1.148	0.469	0.900	0.980	1.646	31. Head of the National Committee for Peace and Disarmament.
-0.647	-0.388	0.138	0.118	1.869	20. Head of SANE, national committee to abolish nuclear bomb testing.

\* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:

\*\* One type placed it at least 0.5 s.d. higher or lower than each of the other types.

\*\*\* One type placed it at least 1.0 s.d. higher or lower than each of the other types.

TABLE 16 -- Civil Defense Information Source Type E:  
Correlations Between the Degree to Which a Subject is of the Type E  
(estimated factor loadings) and Various Demographic and General Civil  
Defense Information Exposure Variables\*\*

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
11	Sex of subject	0 - female 1 - male	+ .046
12	Age of subject	Actual age	- .083
13	Number of children who still live at home	Actual number of children	- .008
14	Last grade which was completed in school	Actual last grade completed	+ .122
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	+ .035
16	Number of times subject has attended church in last four weeks	Actual number of times	- .239
17	Number of years subject has lived at present address	Actual number of years	- .069
18	Number of years subject has lived in present city	Actual number of years	- .026
19	Number of years subject has lived in present state	Actual number of years	+ .053
20	Number of hours of television viewing in past week	Actual number of hours	+ .088
21	Number of hours of radio listened to in past week	Actual number of hours	+ .078
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	+ .188
23	Number of books read in the past month	Actual number of books read	- .102
24	Number of meetings of organizations attended in the past month	Actual number of meetings	+ .112
25	Subject's estimate of total family income	Actual income estimate	+ .183

TABLE 16 Continued

Var. No.	Variable	Code	Corre- lation *
1	Perceived Change Index: Guttman scale of following questions.....	0-5 - Number of yeses to five scale questions	- .007
	"Do you feel the world situation has changed in the past few months?"	0 - No, DK 1 - Yes	
	"Has anything happened since your interview last December that has given you any new ideas about civil defense?"		
	"In the past few months, have your feelings about fallout shelters changed in any way?"		
	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?"		
	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"		
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	- .163
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?"	0 - No, DK 1 - Yes	- .033
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .099
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .112
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .036
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	+ .235



TABLE 16 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
8	"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .202
9	"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	+ .043
	"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
	"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
10	"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	+ .152
	"If YES: Have you ordered any yet?"	2 - If yes	

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\* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

\*\* A matrix of innercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 17 -- Civil Defense Information Source Types A and B:  
Civil Defense Information Sources Which Differentiate  
Type A from Type B\*

<u>z-scores</u>			<u>Source</u>
A	B	A-B	More than Type B, Type A Accepts:
1.588	-0.111	1.698	3. U. S. Secretary of Defense, Robert McNamara.
0.722	-0.927	1.649	21. Former President, Dwight D. Eisenhower.
1.392	-0.194	1.586	24. State Director of Civil Defense.
0.428	-1.125	1.553	17. Former Vice-President, Richard M. Nixon.
0.725	-0.647	1.372	6. Head of the United States Information Agency, Edward R. Murrow.
0.008	-1.306	1.314	7. Senator Barry Goldwater.
-1.241	-2.529	1.288	5. Head of the AFL-CIO, George Meany.
1.159	-0.031	1.190	35. Chairman of the Senate Defense Committee.
2.137	1.001	1.136	28. Federal Director of Civil Defense.
0.317	-0.746	1.063	34. U Thant, Secretary-General of the United Nations from Burma.
0.997	-0.055	1.052	33. U. S. Secretary of State, Dean Rusk.
			More than Type B, Type A Rejects:
-0.952	2.631	-3.583	41. My mate (husband or wife)
-1.713	1.826	-3.539	40. My best friend.
-0.132	1.896	-2.028	45. National religious leader of my faith.
-2.226	-0.668	-1.559	36. My next door neighbor.
-0.284	1.269	-1.553	29. Local religious leader of my faith.
-1.046	0.017	-1.063	4. Your local TV newscaster.
-0.902	0.146	-1.048	19. Manager of local TV station.

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\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 13 -- Civil Defense Information Source Types A and C:  
Civil Defense Information Sources Which Differentiate  
Type A from Type C\*

<u>z-scores</u>			<u>Source</u>
A	C	A-C	More than Type C, Type A Accepts:
1.561	-2.701	4.262	37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
1.159	0.102	1.058	35. Chairman of the Senate Defense Committee.
			More Than Type C, Type A Rejects:
-2.226	1.071	-3.298	36. My next door neighbor.
-0.952	0.318	-1.270	41. My mate (husband or wife).
-0.105	1.001	-1.106	12. Head of the American Medical Association.
0.211	1.271	-1.061	11. A famous missile expert.

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\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 19 -- Civil Defense Information Source Types A and D:  
Civil Defense Information Sources Which Differentiate  
Type A from Type D\*

<u>Z-scores</u>			<u>Source</u>
A	D	A-D	More than Type D, Type A Accepts:
2.137	-1.222	3.359	28. Federal Director of Civil Defense.
0.964	-2.380	3.345	46. Head of the Central Intelligence Agency.
-0.215	-2.605	2.390	27. National Commander of the American Legion.
0.825	-1.482	2.307	42. Commanding General of the U.S. Army in this area.
2.265	0.157	2.108	9. President of the United States, John F. Kennedy.
1.178	-0.743	1.921	30. Local Director of Civil Defense.
1.392	-0.175	1.568	24. State Director of Civil Defense.
0.831	-0.636	1.466	38. Commanding General of the U. S. Air Force in this area.
-0.148	-1.300	1.152	43. The mayor of this city.
			More than Type D, Type A Rejects:
-0.952	1.661	-2.613	41. My mate (husband or wife).
-1.713	0.585	-2.298	40. My best friend.
-0.388	1.869	-2.257	20. Head of SAME, national committee to abolish nuclear bomb testing.
-1.248	0.616	-1.864	13. A teacher in our school.
-2.226	-0.442	-1.784	36. My next door neighbor.
-0.326	1.287	-1.614	26. Head of the National Council of Churches.
-0.501	1.081	-1.582	18. The New York <u>Times</u> .
-1.660	-0.098	-1.562	15. My boss (or my husband's boss).
-1.046	0.445	-1.491	4. Your local TV newscaster.
0.469	1.646	-1.178	31. Head of the National Committee for Peace and Disarmament.
-0.065	1.105	-1.170	14. Head of the Committee for World Federation.

\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 20 -- Civil Defense Information Source Types A and E:  
Civil Defense Information Sources Which Differentiate  
Type A from Type E\*

<u>z-scores</u>			<u>Source</u>
A	E	A-E	More Than Type E, Type A Accepts:
0.469	-1.143	1.616	31. Head of the National Committee for Peace and Disarmament.
-0.065	-1.452	1.388	14. Head of the Committee for World Federation.
2.137	0.872	1.264	28. Federal Director of Civil Defense.
-0.132	-1.229	1.097	45. National religious leader of my faith.
-0.326	-1.365	1.038	26. Head of the National Council of Churches.
1.178	0.172	1.007	30. Local Director of Civil Defense.
			More Than Type E, Type A Rejects:
0.211	1.886	-1.676	11. A famous missile expert.
-0.105	1.524	-1.629	12. Head of the American Medical Association.
0.697	2.186	-1.489	16. A famous nuclear scientist.
-0.952	0.431	-1.333	41. My mate (husband or wife).
-1.713	-0.482	-1.230	40. My best friend.

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\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 21 -- Civil Defense Information Source Types B and C:  
Civil Defense Information Sources Which Differentiate  
Type B from Type C\*

<u>Z-scores</u>			<u>Source</u>
B	C	B-C	More Than Type C, Type B Accepts:
1.826	-2.194	4.020	40. My best friend.
0.881	-2.701	3.582	37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
2.631	0.318	2.312	41. My mate (husband or wife).
1.896	0.505	1.391	45. National religious leader of my faith.
1.269	0.123	1.147	29. Local religious leader of my faith.
-0.050	-1.107	1.057	39. The principal of the nearby school.
			More Than Type C, Type B Rejects:
-0.668	1.071	-1.739	36. My next door neighbor.
-0.055	1.399	-1.454	33. U. S. Secretary of State, Dean Rusk.
-0.746	0.659	-1.406	34. U Thant, Secretary-General of the United Nations from Burma.
-0.111	1.251	-1.361	8. U. S. Secretary of Defense, Robert McNamara.
0.269	1.621	-1.352	16. A famous nuclear scientist.
0.266	1.580	-1.314	42. Commanding General of the U. S. Army in this area.
-0.194	1.105	-1.299	24. State Director of Civil Defense.
-0.647	0.630	-1.277	6. Head of the United States Information Agency, Edward R. Murrow.
-0.927	0.283	-1.210	21. Former President, Dwight D. Eisenhower.
-2.529	-1.330	-1.199	5. Head of the AFL-CIO, George Meany.
0.075	1.271	-1.197	11. A famous missile expert.
-0.530	0.510	-1.040	1. The Governor of this state.

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\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 22 -- Civil Defense Information Source Types B and D:  
Civil Defense Information Sources Which Differentiate  
Type B From Type D\*

<u>z-scores</u>			<u>Source</u>
B	D	B-D	More Than Type D, Type B Accepts:
0.395	-2.380	2.775	46. Head of the Central Intelligence Agency.
-0.089	-2.605	2.516	27. National Commander of the American Legion.
2.393	0.157	2.236	9. President of the United States, John F. Kennedy
1.001	-1.222	2.222	23. Federal Director of Civil Defense.
1.114	-0.743	1.857	30. Local Director of Civil Defense.
0.266	-1.482	1.748	42. Commanding General of the U. S. Army in this area.
1.896	0.321	1.574	45. National religious leader of my faith.
0.685	-0.636	1.321	38. Commanding General of the U. S. Air Force in this area.
0.307	-0.966	1.273	47. Head of the local Chamber of Commerce.
1.826	0.585	1.241	40. My best friend.
1.269	0.081	1.188	29. Local religious leader of my faith.
			More Than Type D, Type B Rejects:
-1.125	1.058	-2.183	17. Former Vice-President, Richard M. Nixon.
-2.529	-0.717	-1.812	5. Head of the AFL-CIO, George Meany.
0.138	1.869	-1.731	20. Head of SANE, national committee to abolish nuclear bomb testing.
-0.746	0.924	-1.671	34. U Thant, Secretary-General of the United States from Burma.
-0.647	0.789	-1.436	6. Head of the United States Information Agency, Edward R. Murrow.
-0.148	1.227	-1.436	26. Head of the National Council of Churches.
-1.222	0.207	-1.430	2. Editorial in <u>Life</u> magazine.
-0.318	1.081	-1.399	18. The New York <u>Times</u> .
-1.948	-0.663	-1.285	10. Head of the state Taxpayers' League.
-1.306	-0.152	-1.154	7. Senator Barry Goldwater.
-0.022	1.105	-1.127	14. Head of the Committee for World Federation.
-0.111	0.931	-1.041	8. U. S. Secretary of Defense, Robert McNamara.
-0.404	0.616	-1.021	13. A teacher in our school.

\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 23 -- Civil Defense Information Source Types B and E:  
Civil Defense Information Sources Which Differentiate  
Type B From Type E\*

<u>z-scores</u>			<u>Source</u>
B	E	B-E	More Than Type E, Type B Accepts:
1.896	1.229	3.125	45. National religious leader of my faith.
1.269	-1.233	2.503	29. Local religious leader of my faith.
1.826	-0.482	2.308	40. My best friend.
2.631	0.431	2.200	41. My mate (husband or wife).
0.900	-1.148	2.047	31. Head of the National Committee for Peace and Disarmament.
0.307	-1.215	1.523	47. Head of the local Chamber of Commerce.
0.017	-1.416	1.433	4. Your local TV newscaster.
-0.022	-1.452	1.430	14. Head of the Committee for World Federation.
-0.148	-1.365	1.217	26. Head of the National Council of Churches.
			More Than Type E, Type B Rejects:
-0.111	1.910	-2.021	8. U. S. Secretary of Defense, Robert McNamara.
0.269	2.186	-1.918	16. A famous nuclear scientist.
0.075	1.886	-1.812	11. A famous missile expert.
-2.529	-0.892	-1.637	5. Head of the AFL-CIO, George Meany.
-1.125	0.464	-1.589	17. Former Vice-President, Richard M. Nixon.
-1.306	0.265	-1.571	7. Senator Barry Goldwater.
-0.927	0.437	-1.365	21. Former President, Dwight D. Eisenhower.
-0.194	0.952	-1.146	24. State Director of Civil Defense.
-1.222	-0.078	-1.144	2. Editorial in <u>Life</u> Magazine.
-0.464	0.584	-1.048	25. The President of the University.

\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.



TABLE 24 --Civil Defense Information Source Types C and D:  
Civil Defense Information Sources Which Differentiate  
Type C From Type D\*

<u>z-scores</u>			<u>Source</u>
C	D	C-D	More Than Type D, Type C Accepts:
1.580	-1.482	3.062	42. Commanding General of the U. S. Army in this area.
1.413	-1.222	2.635	28. Federal Director of Civil Defense.
0.075	-2.380	2.455	46. Head of the Central Intelligence Agency.
-0.368	-2.605	2.237	27. National Commander of the American Legion.
1.271	-0.542	1.813	11. A famous missile expert.
1.071	-0.442	1.513	36. My next door neighbor.
0.724	-0.743	1.467	30. Local Director of Civil Defense.
1.533	0.157	1.376	9. President of the United States, John F. Kennedy.
0.045	-1.300	1.344	43. The Mayor of this city.
1.105	-0.175	1.280	24. State Director of Civil Defense.
			More Than Type D, Type C Rejects:
-2.701	0.948	-3.649	37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
-2.194	0.585	-2.779	40. My best friend.
-1.239	0.616	-1.855	13. A teacher in our school.
0.118	1.869	-1.751	20. Head of SANE, national committee to abolish nuclear bomb testing.
-1.791	-0.098	-1.693	15. My boss (or my husband's boss).
0.318	1.661	-1.343	41. My mate (husband or wife).
-0.237	1.081	-1.318	18. The New York <u>Times</u> .
-0.015	1.287	-1.302	26. Head of the National Council of Churches.
-0.197	1.058	-1.255	17. Former Vice-President, Richard M. Nixon.
-0.143	1.105	-1.248	14. Head of the Committee for World Federation.
-1.107	0.031	-1.138	39. The principal of the nearby school.

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\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 25 -- Civil Defense Information Source Types C and E:  
Civil Defense Information Sources Which Differentiate  
Type C From Type E\*

<u>z-scores</u>			<u>Source</u>
C	E	C-E	More Than Type E, Type C Accepts:
1.071	-1.288	2.359	36. My next door neighbor.
0.980	-1.148	2.127	31. Head of the National Committee for Peace and Disarmament.
0.505	-1.229	1.734	45. National religious leader of my faith.
0.123	-1.233	1.356	29. Local religious leader of my faith.
-0.015	-1.365	1.350	26. Head of the National Council of Churches.
-0.143	-1.452	1.309	14. Head of the Committee for World Federation.
-0.210	-1.416	1.205	4. Your local TV newscaster.
0.659	-0.467	1.127	34. U Thant, Secretary-General of the United Nations from Burma.
			More Than Type E, Type C Rejects:
-2.701	0.653	-3.354	37. A pamphlet prepared by the Civil Defense people in the Department of Defense.
-2.194	-0.482	-1.712	40. My best friend.
-0.620	0.584	-1.204	25. The President of the University.
-0.936	0.265	-1.201	7. Senator Barry Goldwater.
-1.791	-0.703	-1.088	15. My boss ( or my husband's boss).
1.533	2.581	-1.048	9. President of the United States, John F. Kennedy.

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\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 26 -- Civil Defense Information Source Types D and E:  
Civil Defense Information Sources Which Differentiate  
Type D From Type E\*

<u>Z-scores</u>			<u>Source</u>
D	E	D-E	More Than Type E, Type D Accepts:
1.646	-1.148	2.794	31. Head of the National Committee for Peace and Disarmament.
1.287	-1.365	2.652	26. Head of the National Council of Churches.
1.105	-1.452	2.557	14. Head of the Committee for World Federation.
1.869	-0.647	2.516	20. Head of SANE, national committee to abolish nuclear bomb testing.
0.445	-1.416	1.861	4. Your local TV newscaster.
0.616	-1.123	1.739	13. A teacher in our school.
0.321	-1.229	1.550	45. National religious leader of my faith.
0.924	-0.467	1.392	34. U Thant, Secretary-General of the United Nations from Burma.
0.081	-1.233	1.315	29. Local religious leader of my faith.
1.661	0.431	1.230	41. My mate (husband or wife).
0.585	-0.482	1.068	40. My best friend.
			More Than Type E, Type D Rejects:
-2.380	0.701	-3.081	46. Head of the Central Intelligence Agency.
-0.542	1.886	-2.428	11. A famous missile expert.
0.157	2.581	-2.424	9. President of the United States, John F. Kennedy.
-1.222	0.872	-2.094	28. Federal Director of Civil Defense.
-1.482	0.582	-2.064	42. Commanding General of the U. S. Army in this area.
-2.605	-0.835	-1.769	27. National Commander of the American Legion.
-0.333	0.695	-1.331	38. Commanding General of the U. S. Air Force in this area.
-1.546	-0.407	-1.139	22. Head of the National Farm Bureau.
-0.175	0.952	-1.128	24. State Director of Civil Defense.
0.515	1.524	-1.010	12. Head of the American Medical Association.

\* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 27 -- Intercorrelations Between the Arrays of Civil Defense  
Information Sources of the Five Civil Defense  
Information Source Types

	TYPE A	TYPE B	TYPE C	TYPE D	TYPE E
TYPE A	---	.48	.34	.44	.37
TYPE B	.48	---	.46	.59	.65
TYPE C	.34	.46	---	.39	.38
TYPE D	.44	.59	.39	---	.39
TYPE E	.37	.65	.38	.39	---